APPROVED BY DRAFTSMAN | O.G. FIG. | CLASS | SUBCLASS

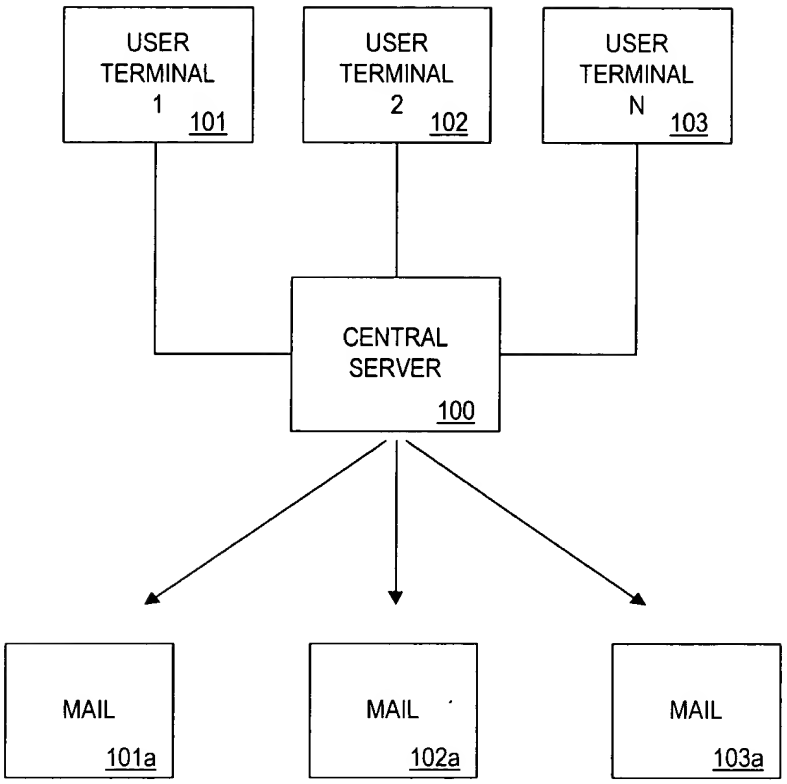

FIG. 1

APPROVED BY DRAFTSMAN | O.G. FIG. | CLASS | SUBCLASS

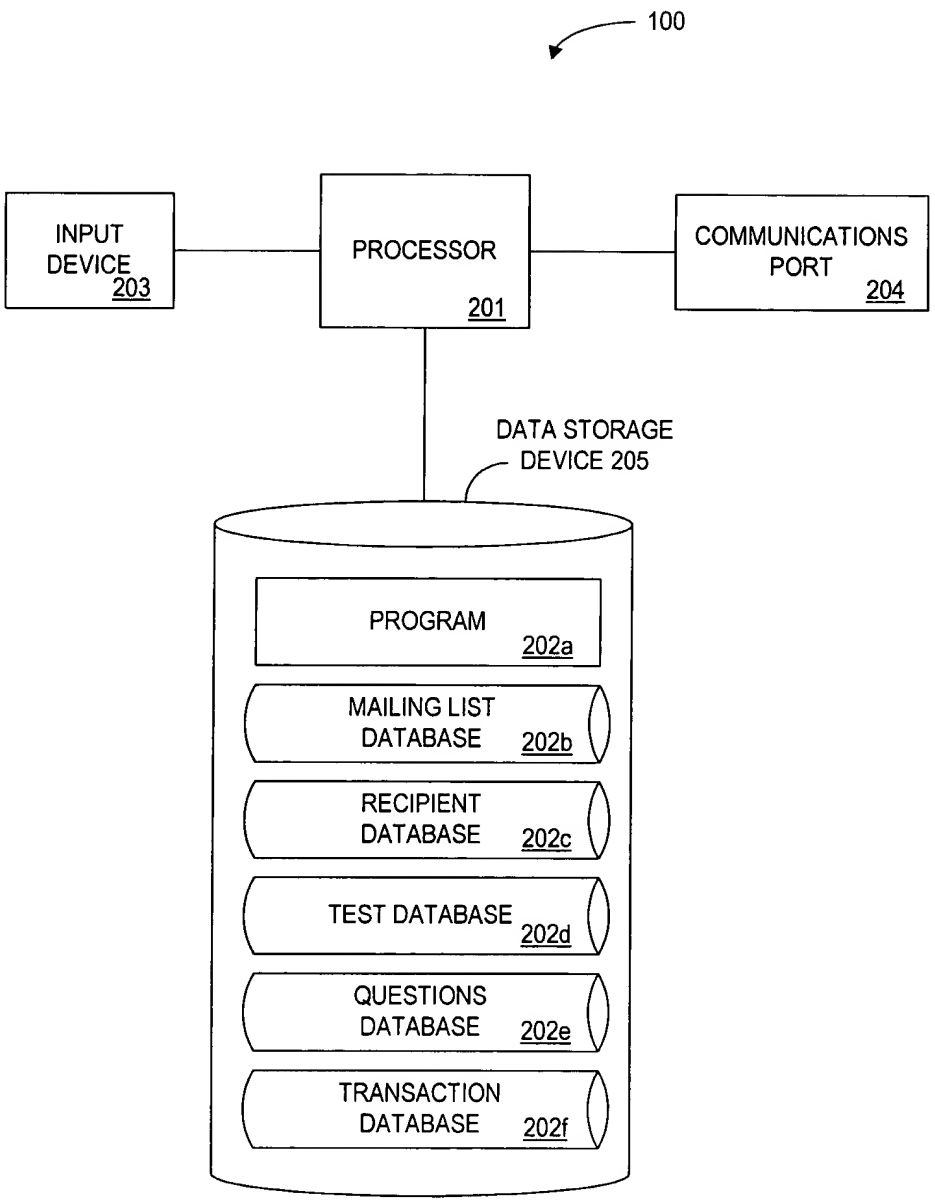

FIG. 2

APPROVED BY DRAFTSMAN
O.G. FIG.
CLASS
SUBCLASS

6670501 "6042360

300

LIST IDENTIFIER 320	TARGET INDUSTRY 322	AGE BRACKET 324	GEOGRAPHICAL AREA 326	SALARY BRACKET 328	PRICE 330
A	PC TECHNOLOGY	18 - 25	NE U.S.	$15,000 - $30,000	$2,000.00
B	AUTOMOTIVE - SUV	30 - 42	MIDWEST U.S.	$50,000 - $75,000	$4,000.00
C	NON-PROFIT ORGANIZATION (ENV)	25 - 35	S. CALIFORNIA	$35,000 - $45,000	$3,000.00
D	MAC USERS	30 - 42	ALL U.S.	$75,000 - $100,000	$4,000.00
E	PC SOFTWARE	18 - 25	ALL U.S.	$18,000 - $35,000	$2,500.00
F	AUTOMOTIVE - NEW CAR BUYERS	25 - 35	ALL U.S.	$45,000 - $65,000	$3,000.00

FIG. 3

6676CO" 6842926O

APPROVED BY DRAFTSMAN
O.G. FIG.
CLASS
SUBCLASS

400

RECIPIENT IDENTIFIER 420	RECIPIENT NAME 422	RECIPIENT POSTAL ADDRESS 424	RECIPIENT E-MAIL 426	LIST IDENTIFIER(S) 428
12345	JOHN DOE	10 NEW ST. TOWN, USA	DOE@AOL.COM	A ; E
23456	SUE GREEN	15 LONG RD. CITY, USA	SUE.GREEN@ JUNO.COM	B
34567	BOB LOU	80 CURVING LN. FARM, USA	BOBBY@ SURFREE.COM	B ; F
45678	BILL LEE	20 ROUND CIR. PLAINS, USA	BLEE@ SNET.NET	D
56789	ANN SMITH	100 WIDE BLVD. METRO, USA	ANNS@AOL.COM	C

FIG. 4

APPROVED BY DRAFTSMAN | O.G. FIG. | CLASS | SUBCLASS

TEST IDENTIFIER: 0098 502		
RECIPIENT IDENTIFIER 504	MAILING LIST IDENTIFIER 506	RESPONSE 508
12345	A	Y
23456	D	Y
34567	B	N
34567	F	Y
56789	C	Y
67890	A	N
67890	E	N

FIG. 5A

APPROVED BY DRAFTSMAN | O.G. FIG. | CLASS | SUBCLASS

550

TEST IDENTIFIER: 0099 551			
RECIPIENT IDENTIFIER 552	MAILING LIST IDENTIFIER 554	QUESTION IDENTIFIER 556	ANSWER IDENTIFIER 558
12345	A	Q1	A1
12345	A	Q2	A3
23456	B	Q1	A1
23456	B	Q2	A3
34567	B	Q1	A1
34567	B	Q2	A3
45678	C	Q1	N/A
45678	A	Q1	N/A
45678	A	Q2	N/A

560

TEST IDENTIFIER 0099	
MAILING LIST IDENTIFIER: A11	
QUESTION IDENTIFIER: Q1	
QUESTION: "WHICH COLOR COMBINATION DO YOU PREFER?"	
ANSWER IDENTIFIER	ANSWER
A1	RED / YELLOW
A2	BLUE / BLACK

570

TEST IDENTIFIER 0099	
MAILING LIST IDENTIFIER: A11	
QUESTION IDENTIFIER: Q2	
QUESTION: "WHAT TYPE OF INFORMATION ARE YOU MOST INTERESTED IN?"	
ANSWER IDENTIFIER	ANSWER
A3	HIGH LEVEL OVERVIEW
A4	DETAILED DESCRIPTION

FIG. 5B

6GTTC0"6042926G

APPROVED BY DRAFTSMAN
O.G. FIG.
CLASS
SUBCLASS

600

TEST IDENTIFIER 620	BUSINESS IDENTIFIER 622	MAILING LIST IDENTIFIER 624	NUMBER SENT 626	NUMBER OF RESPONSES 628	RESPONSE RATE 630
0098	111-222	A	2,000	20	1%
0098	111-222	E	2,000	40	2%
0100	222-333	B	1,500	23	1.5%
0100	222-333	F	1,800	6	0.3%
0102	333-444	A	3,000	15	0.5%
0102	333-444	D	2,400	25	1.04%
0102	333-444	E	2,800	40	1.4%

FIG. 6A

650

TEST IDENTIFIER:0099	652
BUSINESS IDENTIFIER: 222-333	654
ANSWER IDENTIFIER; TOTAL RESPONSE RATE: A1; 1.2%	656
ANSWER IDENTIFIER; TOTAL RESPONSE RATE: A2; 0.97%	658
ANSWER IDENTIFIER; TOTAL RESPONSE RATE: A3; 1.0%	660
ANSWER IDENTIFIER; TOTAL RESPONSE RATE :A4; 1.2%	662

MAILING LIST IDENTIFIER 664	QUESTION IDENTIFIER 666	ANSWER IDENTIFIER 668	NUMBER SENT 670	NUMBER OF RESPONSES 672	ANSWER RESPONSE RATE FOR MAILING LIST 674	TOTAL MAILING LIST RESPONSE RATE 676
A	Q1 Q1 Q2 Q2	A1 A2 A3 A4	2,000	20 14 2 32	1.0% 0.7% 0.1% 1.6%	1.7%
B	Q1 Q1 Q2 Q2	A1 A2 A3 A4	2,000	18 24 20 22	0.9% 1.2% 1.0% 1.1%	2.1%
C	Q1 Q1 Q2 Q2	A1 A2 A3 A4	2,000	36 20 40 16	1.8% 1.0% 2.0% 0.8%	2.8%

FIG. 6B

APPROVED BY DRAFTSMAN | O.G. FIG. | CLASS | SUBCLASS

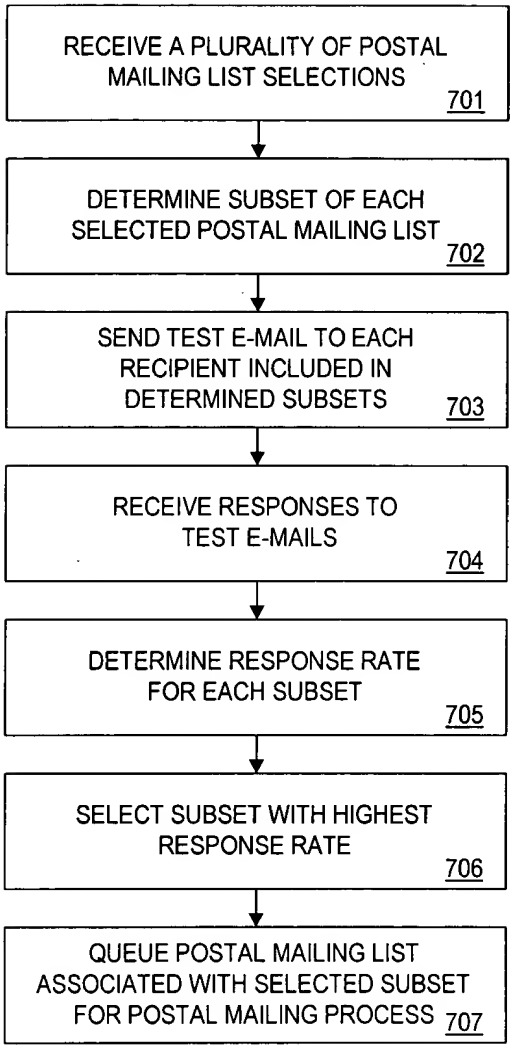

FIG. 7

APPROVED BY DRAFTSMAN | O.G. | CLASS | SUBCLASS

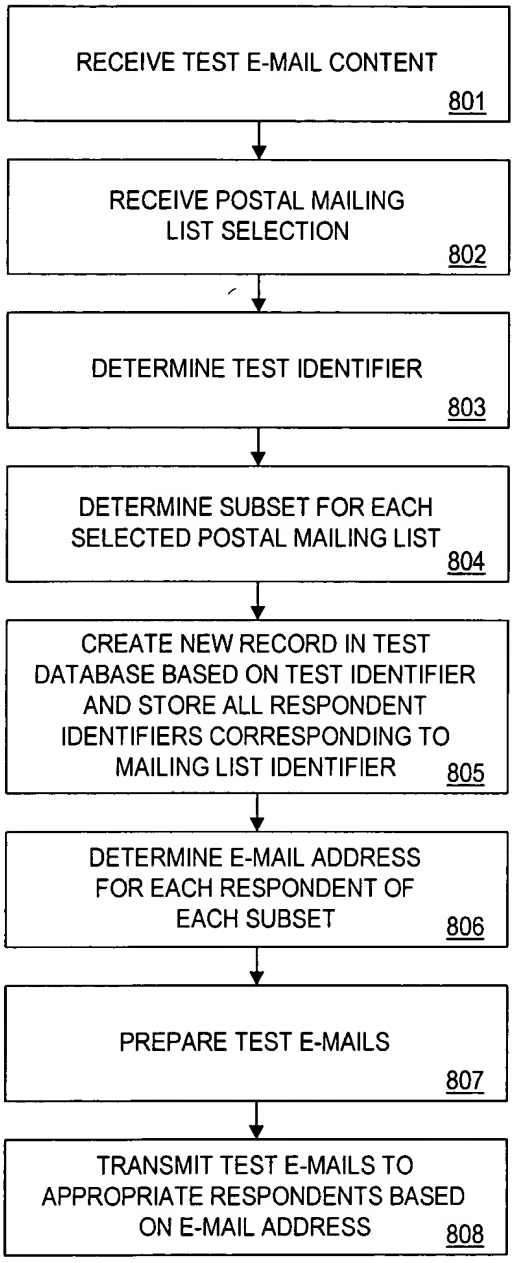

FIG. 8

APPROVED BY DRAFTSMAN | O.G. FIG. | CLASS | SUBCLASS

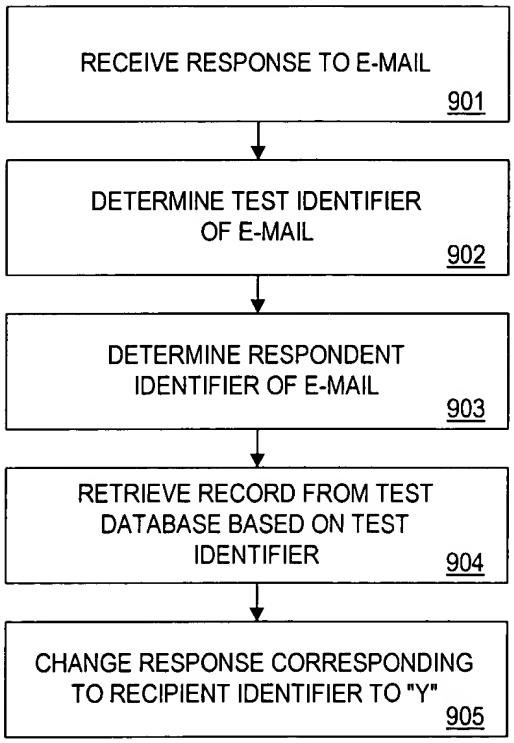

FIG. 9

APPROVED BY DRAFTSMAN | O.G. FIG. | CLASS | SUBCLASS

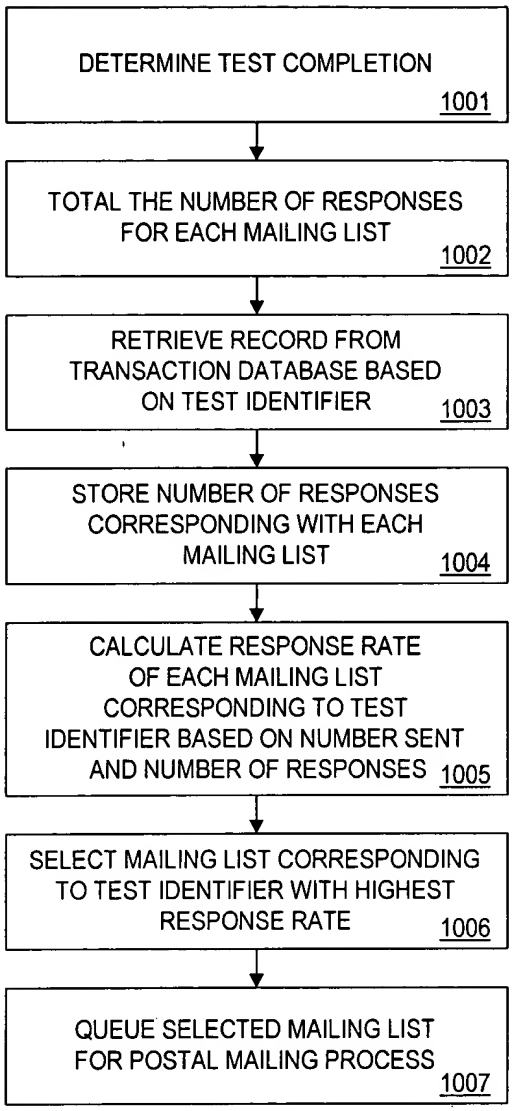

FIG. 10